

Technology Solutions for Shortening Local Food Supply Chains



Local Food
MARKETPLACE



Cofinanciado por
la Unión Europea



Este proyecto está cofinanciado en un 43% por la Unión Europea a través del Plan Estratégico de la PAC (Fondos FEADER) gestionados por el Ministerio de Agricultura, Pesca y Alimentación (MAPA) por un importe total de 144.475,91 €

Agenda + Objectives

- ✓ Intro to Local Food Marketplace
- ✓ Short Supply Chain Models & Solutions
- ✓ Opportunities
- ✓ Challenges & Solutions



Presenting Today



Amy McCann

Amy McCann

CEO

Local Food Marketplace



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About Amy

- Co- founder of LFM
- 20+ years of experience in B2B technology that levels the playing field for small & disadvantaged businesses
- LFM is the perfect blend of my passion for local food and small business
- Not your typical tech tech company...
 - Focus on building value, not disruption
 - Make difficult jobs (like farming) a viable profession



About Local Food Marketplace

2009: LFM was founded to **help small farms thrive** and re-localize our food system

2025: Leading platform for local food sales in US & Canada - serving **300+ food hubs** and **12,000+ producers**, **6+ farm & food hub networks**

Vision: An equitable local food ecosystem



Who We Work With



Local Food
MARKETPLACE



FOOD
HUBS



MARKETS



FARMERS, RANCHERS
& PRODUCERS

300+ Food Hubs & Markets

12,000+ Farmers & Producers

6 Regional Networks (and growing!)



Technology to Support Local Food Supply Chain



Local Food
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Online sales & ERP platform for farms & food hubs



Local Food
CONNECT

Platform for farmers and producers to manage sales across multiple hubs & networks

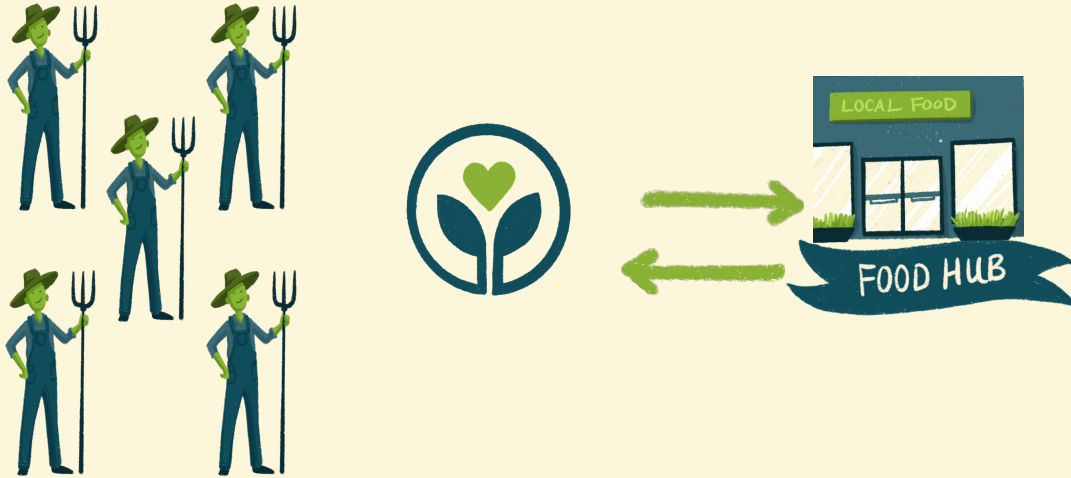


Local Food
NETWORK

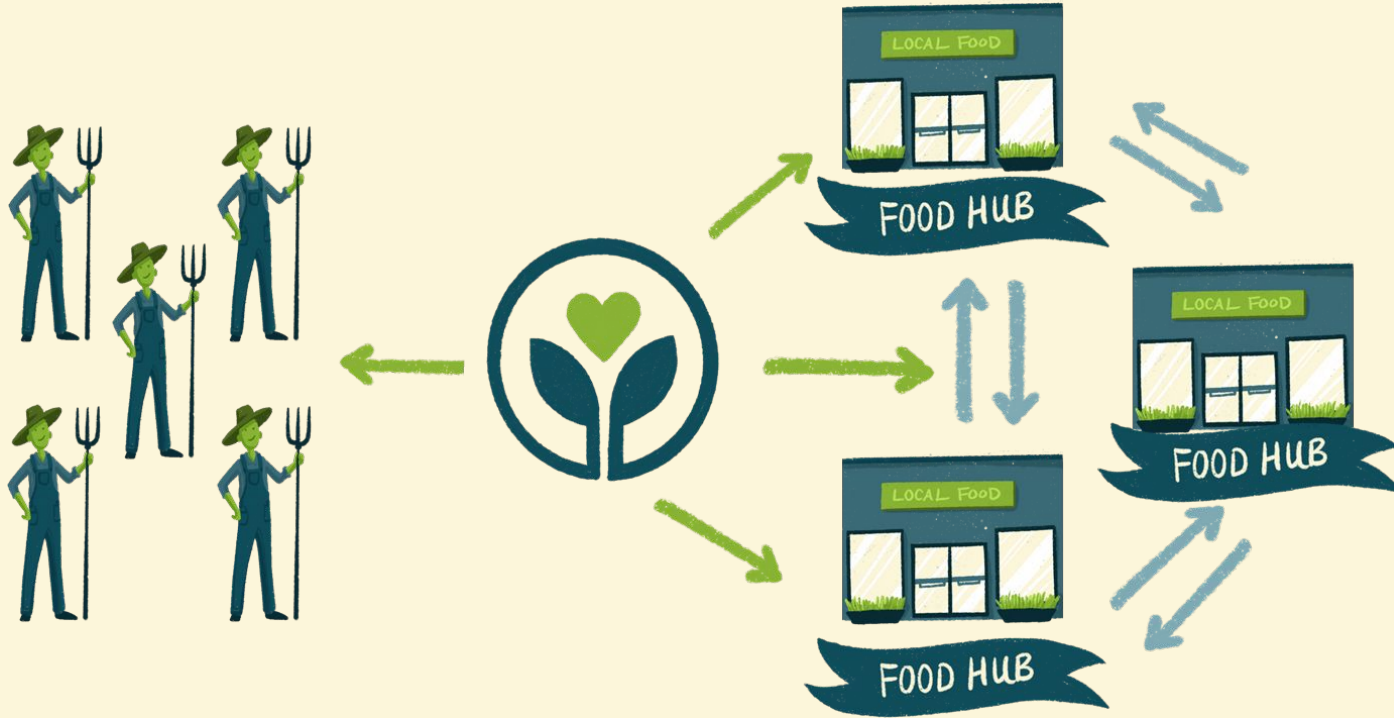
Solution for farms & hubs to sell across a network and to outside buyer platforms



Connect enables farms & producers to sell to multiple online stores



Digitally Connecting the Ecosystem: Producer -> Hub(s)-> Buyers





Solutions | Farmers & Producers

The screenshot shows the 'Sell' interface of the Local Food Connect application. The browser address bar displays 'app.localfoodconnect.com/sell'. The top navigation bar includes the 'Local Food CONNECT' logo and links for help, notifications, and user profile, along with a 'Discover Wild Blueberries' link. A secondary navigation bar highlights 'All markets', 'LFM - Food Hub', 'LFM Demo', and 'Add Market'. On the left, a sidebar menu contains icons and labels for 'Home', 'Sell' (which is active), 'Harvest', 'Pack', 'Distribute', and 'Reports'. The main content area features a filter dropdown set to 'All Categories (6)', a search bar, a 'Sort by' dropdown set to 'Product Name', and a 'Show unlisted products' toggle switch that is turned on. Below these controls is an 'Add Product' button and a list of products for sale:

Carrots, Organic Bunch	>
None available	
Jam, Wild Blueberry 8 oz jar	>
214 available 0 sold	
Maine Wild Blueberries, Fresh Pint, Flat	>
1180 available 0 sold	
Maine Wild Blueberries, Frozen 1 lb bag, 5 lb bag	>
146 available 0 sold	



Solutions | Networks



HOME PRODUCTS CSA SIGN UP LOGIN REGISTER MEET OUR PRODUCERS CONTACT



CONTINUE SHOPPING



Arugula COG
Last Best Organics

SHOP NOW PRODUCT DETAILS

For Distribution On: Delivery on Tuesday Sep 23, 2025
Order By: Sep 22, 2025 12:00 PM

3 lb

1

8 remaining

☆ Add to favorites list



Featured Products



Networks Create Opportunities for Farmers



Moondog's Farm
Pears, Asian

Sales through one hub:

1.5 lbs @\$2.50/lb x 50 orders = \$187.50



Networks Create Opportunities for Farmers

Fill out a CSA box for another farmer



Moondog's Farm
Pears, Asian



$$1.5 \text{ lbs} @ \$2.50/\text{lb} \times 350 \text{ shares} = \$1,312.50$$



Networks Create Opportunities for Farmers

Sell a pallet to a local school district



Moondog's Farm
Pears, Asian



48 cases @\$50/case = \$2,400



Networks Create Opportunities for Farmers

Sell 12 cases to the local grocery store



Moondog's Farm
Pears, Asian



12 cases @\$60/case = \$720



Challenges & solutions with linking the supply chain between hubs

Challenges with the model

- Markups & margins
- Logistics & infrastructure

Technology Challenges

- Technology adoption by farmers & producers
- Product standardization: naming & packaging

Challenge: Eliminate double markup|

Pre-negotiate margins by category

Produce



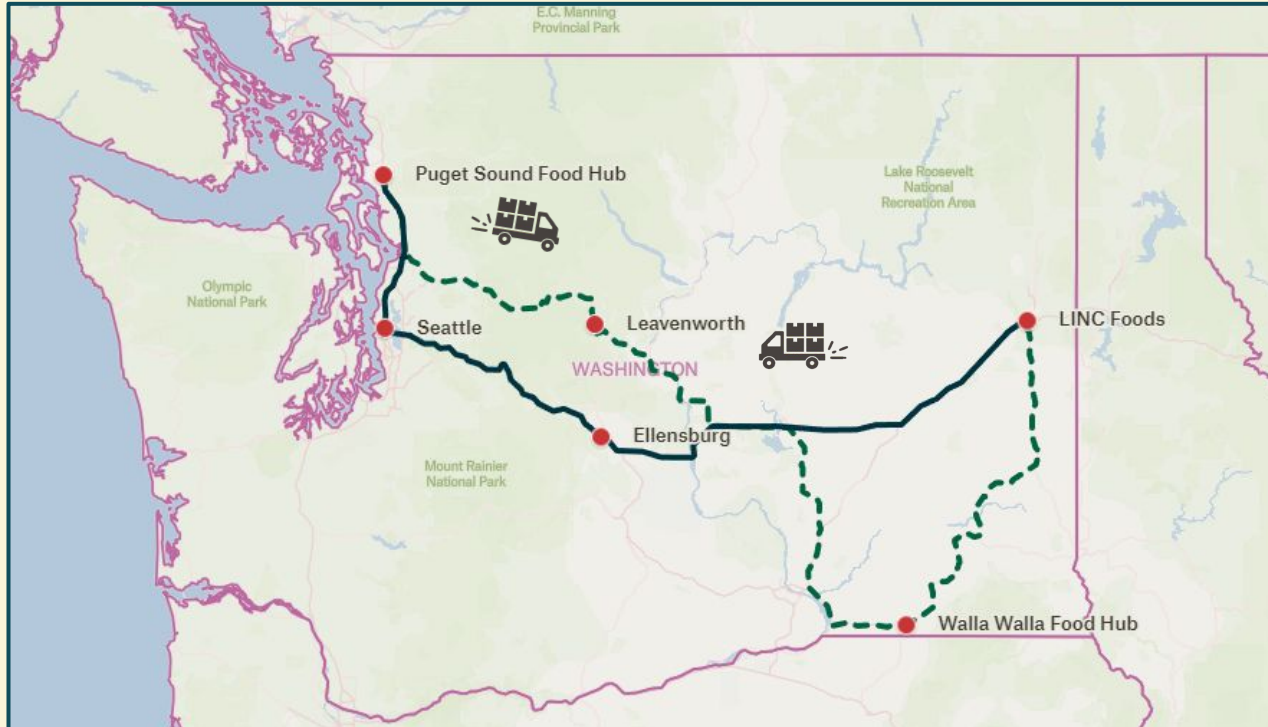
- Margin is 5-10% (vs 20%).
- Producer paid for full pallets (vs case prices)

Value Added



- Margin is 8-10% (vs 25-30%).
- Producer covers logistics costs.

Challenge: Logistics & infrastructure | Route planning

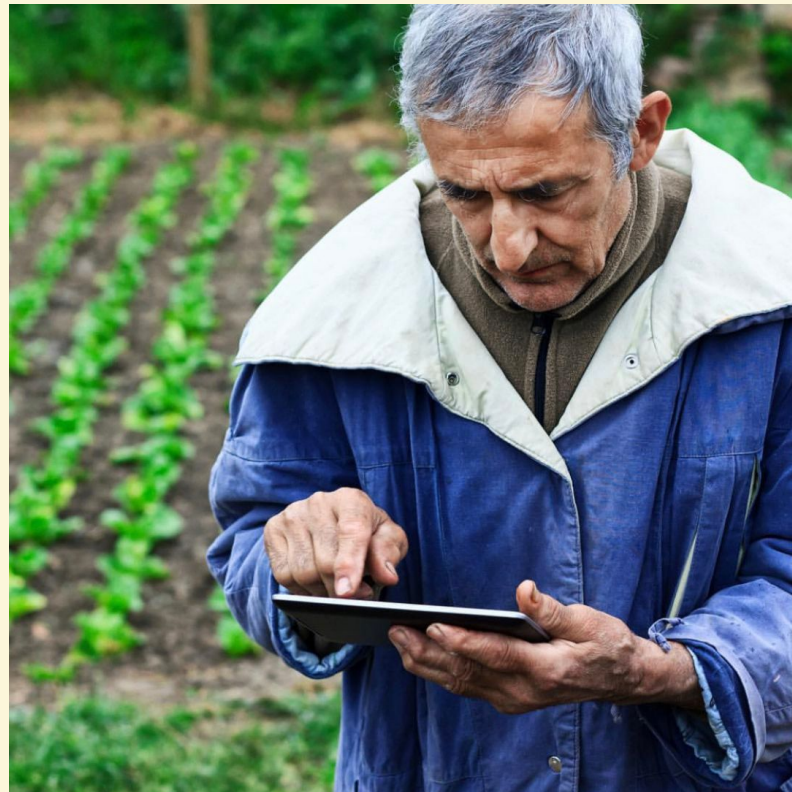


Challenge: Logistics & infrastructure | Route planning

Route Summary ▼		Total Item Count: 33	Total Weight: 677.65	Total Volume: 1,135.00
		Order Total: \$1,237.11	Total Cost: \$850.68	Total Profit: \$386.43
≡ 1		Items:2 Weight: 1 Order Total: \$55.55	Change Route ▼	
≡ 2		Items:2 Weight: 1 Order Total: \$51.66	Change Route ▼	
≡ 3		Items:2 Weight: 1 Order Total: \$51.66	Change Route ▼	
≡ 4		Items:1 Weight: 0 Order Total: \$9.12	Change Route ▼	
≡ 5		Items:11 Weight: 336.34 Order Total: \$497.94	Change Route ▼	
≡ 6		Items:2 Weight: 1 Order Total: \$50.00	Change Route ▼	

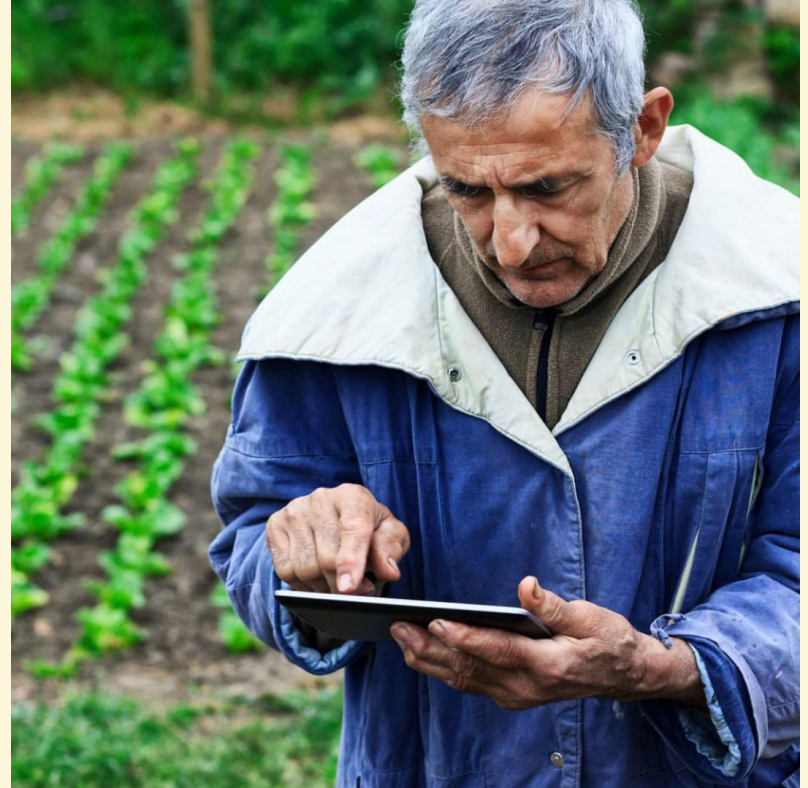
Challenge: Technology Adoption| Extensive Technical Assistance

- Partner with food hub vendor team
- Producer onboarding materials
- Phone & web live support
- Webinars
- Videos and user guide



Challenge: Product Standardization | Solve with technology

- Support flexible naming
 - Carrots, rainbow vs Rainbow carrots
- Utilize AI to normalize data
- Encourage adoption & clear pack sizes



Q&A



Thank you! Please reach out with questions!



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DE AGRICULTURA, PESCA
Y ALIMENTACIÓN

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RED DE INNOVACIÓN Y ASESORAMIENTO EN
CANALES CORTOS DE COMERCIALIZACIÓN